

## CRM Applications - Loyalty Programs

- ❖ **CRM in Action - Joe Fleischer:** This case talks about how Hilton and Alaska Airlines show that service isn't a means of building relationships; it's an end in itself.  
(<http://www.commmweb.com/shared/article/printablePipelineArticle.jhtml?articleId=52200283>, November 1, 2004)
- ❖ **The Container Store: A Journey towards a Customized CRM - Colleen Monroe:** This is about how The Container Store changed focus from a catalog card-based marketing model to an organizational structure that utilizes true CRM.  
([http://www.loyalty.vg/pages/CRM/case\\_study\\_19.htm](http://www.loyalty.vg/pages/CRM/case_study_19.htm), December 14, 2004)
- ❖ **Multi-channel Marketing at Nine West - Dianne Binford:** This article explains the concept behind Nine West's multi-channel marketing.  
([http://www.loyalty.vg/pages/CRM/update1\\_Nine%20West.htm](http://www.loyalty.vg/pages/CRM/update1_Nine%20West.htm), November 04, 2002)
- ❖ **Corporate Customer Initiatives & Execution at the Store Level - Brian Wright & Heather Martin:** This article talks about how Saks Department Stores uses ValueSYS, a new customer management tool, which enables them to act on customer information by putting some of it in the hands of local Store Managers and Sales associates.  
([http://www.loyalty.vg/pages/CRM/case\\_study\\_10\\_saks%20dept%20stores.htm](http://www.loyalty.vg/pages/CRM/case_study_10_saks%20dept%20stores.htm), June 23, 2003)